



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City launches new round of economic recovery consultations

(Barrie, ON) Starting today, and continuing throughout November, the City of Barrie invites residents and businesses to participate in a second phase of business recovery consultations. This phase follows up on initial consultations conducted in the spring and the Economic Recovery Action Plan released in June.

As the pandemic continues, the City recognizes evolving challenges to Barrie businesses brought on by COVID-19. With this next round of consultations, the City hopes to gain new insights into how to better help businesses meet today's challenges, and how to continue to support local economic recovery.

There are several ways for both residents and businesses to give feedback and share their ideas. One opportunity is through sector-specific virtual consultations, which will provide an opportunity for local businesses in specific industries (such as manufacturing, arts and culture, tourism) to discuss their experiences during the pandemic, and give feedback on how the City and its sector partners can continue to provide support to these industries.

The City is also offering opportunities for residents to share their ideas through an online survey, public virtual consultations and the City's online forum.

The insights gained will be reviewed by experts and will guide the City in recommending new actions to further support business recovery in Barrie.

To date, the City has already taken several actions to help with economic recovery, including:

- Providing business recovery toolkits
- Launching a "support local" campaign
- Assisting businesses in going digital
- Implementing free downtown WiFi
- Introducing the Business in the Parks program
- Launching the Patios Everywhere program
- Transforming Dunlop Street into a loading zone for curbside pickup
- Offering a month of Culture Days events

Businesses and residents are encouraged to learn about the different ways to get involved and have their say through buildingbarrie.ca/businessrecoveryphase2.

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